

Statement of Work
NASA Goddard Space Flight Center (GSFC)
Science, Exploration and Education Center (SEEC)
Feasibility Study and Master Plan

Period of Performance: August 15, 2009 – February 15, 2009

Background

NASA's Goddard Space Flight Center is considering initiation of the design and development of a Science, Exploration and Education Center (SEEC). SEEC's purpose is to inspire, engage and educate the public leveraging Goddard's endeavors in Earth and Space Science. This will be accomplished by inspiring and engaging educators, students, youth, and both the general and scientifically attentive public. The SEEC will utilize methods to engage and educate students and educators that align with K-12 formal education standards, infuse informal education best practices, and integrate undergraduate and graduate level content. The SEEC is envisioned as a destination of choice to showcase NASA's work and accomplishments within a Goddard context. The vision for SEEC is a state of the art venue, located near or at Goddard, to connect its people, facilities and capabilities with students, educators and visitors. SEEC is also envisioned as a non-traditional education center, providing visitor experiences beyond-the-historical perspective and showcasing current work at NASA and Goddard. Through dynamic programs, hands-on exhibits and interactive experiences, visitors will be immersed in Goddard's unique work in action. When brought to fruition, SEEC would replace the current visitor center. Once in place, SEEC is planned to be a non-profit, self-sustaining operation without appropriated funds.

Objectives:

- Determine the feasibility of the SEEC through a comprehensive and objective analysis of the market.
- Derive the SEEC geographic location, visitor projections, characteristics, functions and overall annual operating budget based upon market analysis in a context that will be independent of government appropriations, including the feasibility of meeting such projections.
- Develop a master plan that provides design concepts demonstrating the form, functionality and attributes of SEEC, as well as the operational concepts for a self-sustaining non-profit institution independent of government appropriations.

Tasks and Deliverables:

Task 1: Conduct a feasibility study for SEEC.

Perform a feasibility study in accordance with acceptable professional standards via an objective and comprehensive analysis, including but not limited to, considerations of market, competition, demographics and economic factors.

The feasibility study shall include a comprehensive analysis of the market and competition in the region (Baltimore-Washington metropolitan area). Based upon the market analysis, the feasibility study shall also provide recommendations for the scale of the SEEC. These recommendations shall include, but not be limited to:

- Geographic location
- Visitor projections and demographics for years 1 through 5
- Functions and attributes
- Cost competition, including range of admission price, including the feasibility of packages in partnership with competing organizations.
- Feasibility of using a non-profit model for development and sustained operations

The feasibility study shall also address the basis for the determination of the above recommendations, including relevant comparative data from competing destinations in the region, as well as data from other NASA centers.

Deliverables (printed and electronic formats):	Due:
Monthly progress reports	15th of each month
SEEC Feasibility Study and Recommendations (draft)	December 15, 2009*
Oral Presentation to Goddard team	January 15, 2010*
SEEC Feasibility Study and Recommendations (final)	January 30, 2010*

* no later than given due date

Task 2: Develop a master plan for the SEEC in accordance with best practices and professional standards

The master plan shall address, but not be limited to, the following:

- Overall strategy, mission vision and objectives, including those relative to learning
- Physical form, attributes and functional elements

- Geographic location and site considerations
- Visitor experiences, exhibits and programs
- Virtual elements and programs
- Design concepts, including renderings of the SEEC's exterior and interior
- Overall development approach, including estimate of the total budget and timeline
- Projected annual budget (operations, capital and endowment) and the realistic sources of revenue to be raised by a non-profit organization, exclusive of federally appropriated funds
- Operational requirements and considerations, including staffing, security, sustainability, etc.
- Planning and capital phases milestones

Deliverables:

Due:

Monthly progress reports
 SEEC Master Plan (draft)
 Briefing to Goddard team
 SEEC Feasibility Study (final)

15th of each month
 January 15, 2010
 February 1, 2010
 February 15, 2010